KSNV

BLPHI

Cash

15%

Broadcast

EOM/EOC

00:05:00

National

Amy McCreary

104403 Orders Order / Rev: Alt Order #: 06832083 Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 10/10/12 - 10/21/12 Primary AE: Original Date / Rev: 07/18/12 / 10/15/12 Sales Office: Order Type: **GENERAL** Sales Region: Name: Strategic Media Services, Inc. Agency **Buying Contact:** Billing Type: Billing Contact: Billing Calendar: 3299 K St. NW Billing Cycle: Washington, DC 20007 Agency Commission:

Advertiser

Name:

Priority:

Heller, Dean for U.S. Senate

Demographic: **Product Codes:** A35+

PLC01

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 10/01/12 10/21/12 82 \$51,425.00 \$43,711.25 **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	82	\$51,425.00	\$43,711.25	0.00
Totals	82	\$51,425,00	\$43,711,25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary		·	Start Of Order - End Of Order	100%

Order Share Share Total KSNV 29% \$51,425.00 Market 100% \$177,327.59

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$46,105.17
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$31,918.97
KTUD	1%	\$1,773.28
KVVU	24%	\$42,558.62
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,546.55

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
Ξ 1	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp v	v/Wa@M	5-6a	WTF	:30	6	\$300.002	0.00 NM	2	\$600.00
				M-F 5-6a WakeUp	w/Wagners								
1	NEWS										1		
	<u>Star</u>	t Date <u>I</u>	End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating						
We	ek: 10/0	08/12	10/14/12	WTF	2	\$300.00	0.00						

Page 2 of 6

Order / Rev:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832083

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/10/12 - 10/21/12

Estimate:

KSNV

_Ln Ch Start End	Inventory Code Break	Start/End Ti	ime Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 10/10/12 10/12/12	, .	5-6a	MTE	:30	6	\$300.002	0.00 NM	2	\$600.00
NEWS	M-F 5-6a WakeUp w/Wagners								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/12	WTF 2	\$300.00	0.00						
E 2 KSNV 10/15/12 10/16/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5 - 6a	MT	:30	4	\$300.002	0.00 NM	2	\$600.00
NEWS	Wi-r 5-oa wakeop w/wagneis]		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/12 10/21/12	MT 2	\$300.00	0.00			+ + 50 000		_	
E 3 KSNV 10/15/12 10/16/12	M-F 6-7a WakeUp w/WaQM M-F 6-7a WakeUp w/Wagners	6-7a	MT	:30	4	\$450.002	0.00 NM	2	\$900.00
NEWS	m o ra trancop m ragnero								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12	MT 2	\$450.00	0.00	.20	-	\$450,000	0.00 NIM		# ###
E 4 KSNV 10/10/12 10/12/12	M-F 6-7a WakeUp w/WaQM M-F 6-7a WakeUp w/Wagners	6-7a	WTF	:30	6	\$450.002	0.00 NM	2	\$900.00
NEWS									
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12 E 5 KSNV 10/10/12 10/12/12	Today Show CM	\$450.00 658a-9am	0.00 WTF	:30	6	\$600.002	0.00 NM	3	¢1 200 00
L 3 KSINV 10/10/12 10/12/12	Today Show	000a-saiii		.50	v	φουυ.υυ 2	O.OO INIVI	3	\$1,800.00
TODAY									
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
E 6 KSNV 10/15/12 10/16/12		658a-9am	0.00 MT	;30	4	\$600.002	0.00 NM	1	\$600.00
2 0 10110 10/10/12 10/10/12	Today Show	ocoa oum	F11	.00	7	Ψ000.002	0.00 140	•	φοσο.σο
TODAY									
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
E 8 KSNV 10/10/12 10/12/12		9-10a	TF	:30	3	\$275.002	0.00 NM	2	\$550.00
	M-F Today Show II					·			,
TODAY 2 Start Date End Date	Weekdays Spots/Week	Data	Doting						
Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$275.00	Rating 0.00						
E 9 KSNV 10/10/12 10/12/12	M-F Today Show III 4th IBM	10am-11am	WT	:30	2	\$225.002	0.00 NM	2	\$450.00
TODAYIA	Today 4th Hour								
TODAY \3 <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	WT 2	\$225.00	0.00						
E 10 KSNV 10/15/12 10/16/12		10am-11am	-T	:30	1	\$225.002	0.00 NM	1	\$225.00
TODAY \3	Today 4th Hour								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/12 10/21/12	н Т ныны 1	\$225.00	0.00						
E 11 KSNV 10/15/12 10/16/12	•	11am-12pm	М	:30	1	\$225.002	0.00 NM	1	\$225,00
RR	Rachael Ray							,	
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12 10/21/12	M 1	\$225.00	0.00						
E 12 KSNV 10/10/12 10/12/12	•	11am-12pm	TF	:30	2	\$225.002	0.00 NM	2	\$450.00
RR	Rachael Ray								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	TF 2	\$225.00	0.00	.00		#075 CSC	0.00 111		#075 00
E 13 KSNV 10/10/12 10/12/12	Noon News CM Noon News	12-1230pm	W	:30	1	\$275.002	0.00 NM	1	\$275,00
NEWS									
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12 E 14 KSNV 10/15/12 10/16/12	W <u>1</u>	\$275.00 12-1230pm	0.00 MT	:30		\$275,002	O OO NAA	,	ቀ ደደበ በሶ
L 14 NOINV 10/10/12 10/10/12	. CIVI	12-1230pm	[4] [.30	2	\$275.002	0.00 NM	2	\$550.00

Page 3 of 6

Order / Rev:

104403

06832083

Advert

Advertiser:

Estimate:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

10/10/12 - 10/21/12

Product Desc:

HELLER FOR SENATE

ENATE KSNV

Ln Ch	Start	End	Inventory Code	Break Start/End Time	Days	Len Spots	Rate Pri Rtg Type Spots	Amount
			Noon News			* *		
			Noon News					
MEMOR								

Stati Date End Date Weekdays Stati Date Weekdays Stati Date Color Stati Date		Noon News								
Week: 107151/2 107211/2 1072	NEWS	Noon News								
The Agenda 1236pm Start Date End Date Wieekidays Spots/Week Rate Section 1 S225,00 0.00	Start Date End Date									
Start Date End Date Week Horison Shota Move Rate Start Date Week Horison 1 202-19 Co. 0.00 Co. 0.00		-	1230-1p	MT	:30	1	\$225.002	0.00 NM	1	\$225.00
E16 KSNV 10/10/12 10/12/12 The Agenda 1230pm CM 1230-fp	Start Date End Date							İ		
The Agenda 1280pm		· ·	•		-30		\$225 NN 2	0.00 NM	2	\$675.00
Medic: 10/08/12 10/14/12 Joys of our Lives Days of our Liv		-	1200*(p	3 0 1 1	.00	J	Ψ223.002	0.00 14141	J	Ψ075.00
Days Signt Date Short Meek tays Short Meek Rate Rating Meek tays Short Meek Rate Rating Short Meek Rate Short Meek Short Meek Rate Short Meek Short Meek Short Meek Short Meek Short Meek Rate Short Meek Short Mee	•									
Start Date End Date Week Spots/Neek Rate 2 \$275.00 0.00			1258p-2pm	WT	:30	2	\$275.002	0.00 NM	2	\$550.00
E18 KSNV 10/15/12 10/16/12 Days of our Lives Days our Lives Days of Our Lives Days of Our Lives Days of Our Lives Da	Start Date End Date									
Start Date End Date Weekdays Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Wee		Days of our Lives CM			:30	2	\$275.002	0.00 NM	2	\$550.00
E19 KSNV 10/15/12 10/16/12 The Doctors	Start Date End Date		_							
DRS Start Date End Date Weekdays Spots/Week Rate Rating 0.00		The Doctors CM			:30	1	\$225.002	0.00 NM	1	\$225.00
E 20 KSNV 10/10/12 10/12/12 The Doctors			<u>Rate</u>	Rating				-		
The Doctors		· · · · · · · · · · · · · · · · · · ·				<u>-</u>				
Week: 10/08/12 10/14/12 10/			2pm-3pm	TF	:30	2	\$225.002	0.00 NM	2	\$450.00
PHIL Start Date End Date Weekdays Spots/Week Rate Rating One One										
Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Start Date Start Date End Date Weekdays Spots/Week Rate Rating MT 30 2 \$300.002 0.00 NM 2 \$600.00			3-4p	W	:30	1	\$300.002	0.00 N M	1	\$300.00
E 22 KSNV 10/15/12 10/16/12 Dr. Phil	Start Date End Date									
PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/12/112 MT 2 \$300.00 0.00 2 \$450.002 0.00 NM 2 \$900.00		Dr. Phil CM	-		:30	2	\$300.002	0.00 NM	2	\$600.00
Week: 10/15/12 10/21/12 MT 2 \$300.00 0.00										
APM NEWS (1 hour)	Week: 10/15/12 10/21/12	MT 2	\$300.00	0.00						
NEWS Start Date End Date Weekdays Spots/Week Rate Rating	E 23 KSNV 10/15/12 10/16/12	,	•		:30	2	\$450.002	0.00 NM	2	\$900.00
Week: 10/15/12 10/21/12 MT 2 \$450.00 0.00 E 24 KSNV 10/10/12 10/12/12 NEWS 3 at 4 (1 HOUR)CM 4-5pmW-F :30 2 \$450.002 0.00 NM 2 \$900.00 NM NEWS 4PM NEWS (1 hour) (4:00 PM-4:30 PM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating Neek: 10/08/12 10/14/12W-F 2 \$450.00 0.00 E 25 KSNV 10/10/12 10/12/12 NEWS 3 at 4 (1 HOUR)CM 4-5pmWT :30 3 \$450.002 0.00 NM 2 \$900.00 NM NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12WT Weekdays Spots/Week Rate Rating No.00 Week: 10/08/12 10/14/12WT 2 \$450.00 0.00	NEWS		(11 0 0 1 W TIO	,						
4PM NEWS (1 hour) (4:00 PM-4:30 PM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12W-F 2 \$450.00 0.00 E 25 KSNV 10/10/12 10/12/12 NEWS 3 at 4 (1 HOUR)CM 4-5pmWT :30 3 \$450.002 0.00 NM 2 \$900.00 APM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12WT 2 \$450.00 0.00	Week: 10/15/12 10/21/12	MT 2								
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 W-F 2 \$450.00 0.00 E 25 KSNV 10/10/12 10/12/12 NEWS 3 at 4 (1 HOUR)CM 4-5pmWT :30 3 \$450.002 0.00 NM 2 \$900.00 NEWS 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 WT 2 \$450.00 0.00		, ,	•		:30	2	\$450.002	0.00 NM	2	\$900.00
E 25 KSNV 10/10/12 10/12/12 NEWS 3 at 4 (1 HOUR)CM 4-5pmwT :30 3 \$450.002 0.00 NM 2 \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12wT 2 \$450.00 0.00	Start Date End Date									
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/08/12 10/14/12WT 2 \$450.00 0.00	E 25 KSNV 10/10/12 10/12/12	NEWS 3 at 4 (1 HOUR)CM	4-5pm	WT	:30	3	\$450,002	0.00 NM	2	\$900.00
	Start Date End Date									
	E 26 KSNV 10/15/12 10/16/12	2 CM	4-5pm	MT	:30	2	\$450.002	0.00 NM	2	\$900.00

KSNV

Page 4 of 6

Order / Rev:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832083

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/10/12 - 10/21/12

Estimate:

Ln Ch End Start Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating MT----Week: 10/15/12 10/21/12 \$450.00 0.00 E 27 KSNV 10/15/12 10/16/12 M-F Early News 5-630p CM -T----:30 \$900.002 0.00 NM \$900.00 1 M-F Early News **NEWS** Spots/Week Start Date End Date Weekdays Rating Rate Week: 10/15/12 10/21/12 -T----\$900.00 0.00 E 28 KSNV 10/10/12 10/12/12 M-F Early News 5-630p CM --WTF--:30 3 \$900.002 0.00 NM 3 \$2,700.00 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 10/08/12 10/14/12 \$900.00 0.00M-F Jeop/Wheel E 29 KSNV 10/10/12 10/12/12 CM 830-730pm --WTF--:30 \$750.002 0.00 NM 3 \$2,250.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date Spots/Week End Date Weekdays Rate Rating Week: 10/08/12 --WTF--\$750.00 10/14/12 0.00 Ch Date Range Description Start/End Time Length <u>Weekdays</u> Rate Rtg Type 5 KSNV 10/08/12-10/14/12 M-F Jeop/Wheel 630-730pm --WThF----:30 (\$750.00) 0.00 NM See MG 29.9 [will mg again] 9 KSNV 10/11/12-10/11/12 SIGN ON-SIGN OFF 5a-459a (9:30 PM-10:30 I---Th-----:30 \$750.00 0.00 NM MG for 29.5 10/11 [inv code] E 30 KSNV 10/15/12 10/16/12 M-F Jeop/Wheel CM 630-730pm :30 \$750.002 0.00 NM MT----\$750.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----\$750.00 0.00 E 31 KSNV 10/15/12 10/18/12 FacetoFace/Raiston RegQM 730-758pm MT----:30 0.00 NM \$450.002 2 \$900.00 Face to Face w/ J.Ralston FACE Spots/Week Start Date End Date Weekdays Rating Rate Week: 10/15/12 10/21/12 2 \$450.00 0.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate Rtg Type 1 KSNV 10/15/12-10/21/12 FacetoFace/Ralston Report 730-758pm (\$450.00) 0.00 NM :30 See MG 31.3 [PGM CHG = NBC DEBATE] 3 KSNV 10/16/12-10/16/12 RALSTON in PRIME 8-11pm :30 \$450.00 0.00 NM MG for 31.1 10/16 [INV CODE] E 32 KSNV 10/10/12 10/12/12 FacetoFace/Raiston Rep@M 730-758pm --W-F--:30 \$450.002 0.00 NM 2 \$900.00 Face to Face w/ J.Ralston **FACE** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 --W-F--\$450.00 0.00 E 33 KSNV 10/11/12 10/11/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$775.002 0.00 NM ---T---1 \$775.00 M-F News 3 at Eleven **NEWS End Date** Spots/Week Start Date Weekdays Rating <u>Rate</u> Week: 10/08/12 10/14/12 ---T---\$775.00 0.00 E 34 KSNV 10/15/12 10/15/12 M-F News 3 at Eleven 11pm-1135pm :30 \$775.002 0.00 NM 1 \$775.00 M-F News 3 at Eleven NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$775.00 0.00E 35 KSNV 10/15/12 10/16/12 The Tonight Show CM 1135p-1237a MT----:30 \$275.002 0.00 NM \$275.00 **Tonight Show**

Page 5 of 6

Order / Rev:

104403

104403

Advertiser:

Estimate:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06832083 10/10/12 - 10/21/12 Product Desc:

HELLER FOR SENATE

_ KSNV

Ln Ch Start End TON SHOW	Inventory Code Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spo	ots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$275.00	Rating 0.00					
E 36 KSNV 10/10/12 10/12/12	The Tonight Show CM	1135p-1237a		:30 2	\$275.002	0.00 NM	2	\$550.00
TON SHOW	Tonight Show							
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$275.00	Rating 0.00					
E 39 KSNV 10/12/12 10/12/12	·	10-11pm	F	:30 1	\$2,100.002	0.00 NM	1	\$2,100.00
DATELINE	Friday Prime 10-11pm							
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	<u>Weekdays</u> <u>Spots/Week</u> F 1	<u>Rate</u> \$2,100.00	Rating 0.00					
E 41 KSNV 10/13/12 10/13/12		6a-7a	auaauS.	:30 1	\$225.002	0.00 NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	S- 1	\$225.00	0,00					
E 42 KSNV 10/13/12 10/13/12	Saturday Today CM Saturday Today	7a-9am	S-	:30 1	\$325.002	0.00 NM	1	\$325.00
SAT TODAY Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	S- <u>Spois/Week</u>	\$325.00	0.00					
E 43 KSNV 10/13/12 10/13/12	News 3 Today - SATURIDM News 3 Today - SAT	9am-930am	S	:30 1	\$300.002	0.00 NM	1	\$300.00
NEWS	•	D-4-	D-H					
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$300.00	Rating 0.00					
E44 KSNV 10/13/12 10/13/12	Sa-Su Early News CM Sa-Su Early News	5pm-630pm	S-	:30 2	\$450.002	0.00 NM	2	\$900.00
NEWS								
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/WeekS- 2	<u>Rate</u> \$450.00	Rating 0.00					
E45 KSNV 10/13/12 10/13/12	Weekend Jeopardy/WheeM WKND Jeop/Wheel	630-730pm	S-	:30 1	\$375,002	0.00 NM	1	\$375.00
JEP\WHEEL	•							
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/WeekS- 1	<u>Rate</u> \$375.00	<u>Rating</u> 0.00					
E 46 KSNV 10/13/12 10/13/12	Saturday Night Live CM Saturday Night Live	1130pm-1:02	?amS-	:30 1	\$750.002	0.00 NM	1	\$750.00
SNL <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12 10/14/12 E 47 KSNV 10/14/12 10/14/12	Nous 3 Suprise SUNDOM	\$750.00 6a-7a	0.00	:30 1	\$225.002	0.00 NM	1	\$205.00
	News 3 Sunrise SUNDAY	Ga-1 a	5	.30 1	\$225.00Z	O.OO INIVI	ı	\$225.00
NEWS <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12 E 48 KSNV 10/14/12 10/14/12	S 1 Sunday Today CM	\$225.00	0.00	.20 4	#E00 000	0.00 NM	4	# F00.00
SUN TODAY	Sunday Today Sunday Today	7a-8am	S	:30 1	\$500.002	0.00 NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$500.00	Rating 0.00					
E 49 KSNV 10/14/12 10/14/12	Meet the Press CM Meet the Press	8a-9am	S	:30 1	\$1,900.002	0.00 NM	1	\$1,900.00
MTP		-	D. #					
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/WeekS Spots/Week	<u>Rate</u> \$1,900.00	Rating 0.00					
E 50 KSNV 10/14/12 10/14/12	News 3 Today Wknd CM News 3 Today	9a-930am	S	:30 1	\$250.002	0.00 NM	1	\$250.00
NEWS	News o roday							

Page 6 of 6

\$51,425.00

82

Totals

Order / Rev:

104403

03

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832083

(40, 40/04/40

Product Desc:

HELLER FOR SENATE

KSNV

Flight Dates:

10/10/12 - 10/21/12

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 50 KSNV 10/14/12 10/14/12 NEWS	News 3 Today Wknd CM News 3 Today	9a-930am	S	:30 1	\$250.002	0.00 NM	1	\$250.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	S 1	\$250.00	0.00			i		
E 51 KSNV 10/14/12 10/14/12		9:30a-10a	S	:30 1	\$375.002	0.00 NM	1	\$375.00
CM	Chris Matthews SUN 9:30am						1	
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	S 1	\$375.00	0.00					
E 52 KSNV 10/14/12 10/14/12		1p-530pm	S	:30 1	\$1,600.002	0.00 NM	1	\$1,600.00
FNIA	NFL Pre-Game							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	S 1	\$1,600.00	0.00					
E 53 KSNV 10/14/12 10/14/12		1P-9PM	S	:30 1	\$8,000.002	0.00 NM	1	\$8,000.00
CNE	NFL Football							
SNF <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12		\$8,000.00	0.00					
E 54 KSNV 10/14/12 10/14/12	NFL End of Game BreakCM	1p-9p	S	:30 1	\$6,500.002	0.00 NM	1	\$6,500.00
NEL DOCTO 1145	NFL End of Game Break							
NFL POSTGAME Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12		\$6,500.00	0.00					
E 55 KSNV 10/14/12 10/14/12			200aS	:30 ′	\$200.002	0.00 NM	1	\$200.00
	Sports Night in Las Vegas	·						·
SPORTS NIGHT	1011-d Ct-8011-	D-4-	D-ti					
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$200.00	<u>Rating</u> 0.00					
N 56 KSNV 10/16/12 10/16/12		12-1230pm	-T	:30	\$275.002	0.00 NM	1	\$275.00
	Noon News	-,			,			4
Start Date End Date	Weekdays Spots/Week		Rating			·		
Week: 10/15/12 10/21/12	-T <u>1</u>	\$275.00	0.00					
N 57 KSNV 10/20/12 10/20/12	News 3 Today - SATUR D M News 3 Today - SAT	9am-930am	S-	:30	\$500.001	0.00 NM	1	\$500.00
Start Date End Date	Weekdays Spots/Week	· · · · · · · · · · · · · · · · · · ·	Rating					
Week: 10/15/12 10/21/12	5- 1	,	0.00	.20	450.000	0.00 1/2-		450.55
N 58 KSNV 10/17/12 10/21/12	Wake Up Early Wagners	430a-5a	WTS	:30	\$50.003	0.00 NM	1	\$50.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	WTS 1	\$50.00	0.00					